



# Bleach in Austria

February 2024

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## Bleach in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bleach suffers from concerns about contagion declining, post-pandemic  
Highly concentrated competitive landscape in 2023 reflects the dwindling popularity of bleach  
Bleach is now considered an irrelevant laundry care solution for most Austrians

#### PROSPECTS AND OPPORTUNITIES

Gloomy outlook for bleach in the years ahead as consumer concerns favour environmentally friendly options  
Supermarkets lead distribution as bleach has limited availability elsewhere  
Private label lines will continue to benefit from ongoing inflation across the forecast period

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## Home Care in Austria - Industry Overview

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